

### **Patent Claims**

*What is claimed is:*

1. A clean release magnet label, comprising:
  - a pressure sensitive carrier layer having an adhesive applied to a first face and a clean release adhesive applied to a second face;
  - a magnet layer removably affixed to said pressure sensitive carrier layer with said clean release adhesive; and
  - a filmic face layer attached to said magnet layer with an adhesive,wherein said magnet layer is one of non-tacky and slightly-tacky when removed from said pressure sensitive carrier layer.
2. A clean release magnet label according to claim 1, wherein said pressure sensitive carrier layer is one of clear, opaque and has printing thereon.
3. A clean release magnet label according to claim 1, wherein at least one section of said pressure sensitive carrier layer is at least one of clear, opaque and has printing thereon.
4. A clean release magnet label according to claim 1, wherein said pressure sensitive carrier layer is substantially coextensive with at least one of said magnet layer and said filmic face layer.
5. A clean release magnet label according to claim 1, wherein said pressure sensitive carrier layer is substantially smaller than at least one of said magnet layer and said filmic face layer.
6. A clean release magnet label according to claim 1, wherein said pressure sensitive carrier layer further comprises a backing layer removably attached thereto.
7. A clean release magnet label according to claim 1, wherein said adhesive applied to said first face is one of a permanent adhesive and a clean release adhesive.

8. A clean release magnet label according to claim 1, wherein said magnet layer is one of flexible and rigid.
9. A clean release magnet label according to claim 1, wherein said filmic face layer includes printing thereon.
10. A clean release magnet label according to claim 1, wherein said clean release magnet label is placed one of inside and on a product.
11. A clean release magnet label according to claim 10, wherein said product is a postcard mailer.
12. A clean release magnet label according to claim 1, wherein said filmic face layer is at least one of plain paper, embossed or glossy paper, PVC (Polyvinyl Chloride), PET (Polyethylene Terephthalate) and Tyvek.
13. A clean release magnet label, comprising:

3- $\Sigma$  LABEL STOCK having a label carrier layer with a self-adhesive backing layer for adhering to a product and a film layer disposed on the label carrier layer, the film layer having a permanent adhesive on a top surface and a dry release adhesive on a bottom surface, the dry release adhesive having a circular pattern with the adhesive being disposed outside circles in the circular pattern, the label carrier layer being adhered to the film layer by the dry release adhesive; and

a magnet layer removably affixed to the 3- $\Sigma$  LABEL STOCK with the permanent adhesive on the top surface of the film layer;

wherein when said magnet layer is removed from the label carrier layer, the film layer remains adhered to said magnet layer and the label carrier layer remains adhered to the product.
14. A method of manufacturing a clean release magnet, said method comprising the steps of:

printing information on a label layer having adhesive on at least one surface, thereby denoting a first layer;

affixing a pressure sensitive carrier layer, having a clean release adhesive on a first surface and an adhesive on a second surface, to a magnet layer, to thereby denote a second layer; and

affixing said first layer to said second layer, adjacent said magnet layer, to thereby denote a third layer, and simultaneously cutting said third layer to a predetermined depth,

wherein said magnet layer is one of non-tacky and slightly-tacky when removed from said pressure sensitive carrier layer.

15. A method according to claim 14, wherein said adhesive on said second surface is one of a permanent adhesive and a clean release adhesive.
16. A method according to claim 14, wherein said label layer is self-adhering.
17. A method according to claim 14, wherein said label layer is at least one of plain paper, embossed or glossy paper, PVC (Polyvinyl Chloride), PET (Polyethylene Terephthalate) and Tyvek.
18. A method according to claim 14, wherein said magnet layer is one of flexible and rigid.
19. A method according to claim 14, wherein said pressure sensitive carrier layer is one of clear, opaque and having printing thereon.
20. A method according to claim 14, wherein at least one section of said pressure sensitive carrier layer is at least one of clear, opaque and has printing thereon.
21. A method according to claim 14, wherein said pressure sensitive carrier layer has a releasable backing layer affixed thereto.

22. A method according to claim 14, wherein said cutting is performed by die-cutting said third layer.
23. A method according to claim 14, wherein said cutting step separates said third layer into a usable product matrix and a waste product matrix, said method further comprising the step of discarding simultaneously said waste product matrix.
24. A method according to claim 21, wherein said predetermined depth is defined by a distance from a top of said clean release magnet to a bottom of said clean release magnet, excluding a thickness of said backing layer.
25. A method according to claim 14, further comprising the step of automatically applying said clean release magnet to a product.
26. A method according to claim 25, wherein said product is a postcard mailer.
27. A method according to claim 14, wherein said steps of printing, affixing said pressure sensitive carrier layer, affixing said first layer and cutting are automatically performed by a machine.